



# **MEDIA RELEASE**

## **COUNCILMEMBER MARTI EMERALD, NINTH DISTRICT**

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**Date: 09.02.13**

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**For Immediate Release**

### **COUNCILMEMBER EMERALD KICKS OFF** **SAFE PASSAGE'S FIRST DAY OF SCHOOL**

**When:** Tuesday, September 3, 8:00 am

**Where:** 49<sup>th</sup> and Orange Avenue, adjacent to Herbert Ibarra Elementary School (4877 Orange Avenue, San Diego, CA 92115)

**What:** Safe Passage's First Day of School

**Who:** City Councilmember Marti Emerald  
Susie Sovereign Principal, Herbert Ibarra Elementary School  
Jonathan Cooksey, Officer, Juvenile Services Team, Mid-City Division, San Diego Police Department  
Ken Grimes, Executive Director, City Heights Community Development (CHCDC)  
Peaches Turner, Safe Passage Assistant, CHCDC  
Eugene Johnson, Program Manager, Safe Passage  
Sidney Michael, Outreach Manager, Safe Passage/CHCDC  
Darie Bolden, Mascot, Safe Passage  
Thirty-five Parent Volunteers

**Visuals:** Volunteers, including parents in light blue vests, assisting kids to and from school.

**Why:** Safe Passage is a grassroots program where parents and volunteers stand on busy street corners in light blue vests to discourage unsafe behavior and to keep a watchful eye on children walking to and from school. The program ensures the students safety, and builds trusting relationships with them. Through this safety program, parents play a pivotal role in deterring harassment, bullying, and gang or criminal activity within the immediate perimeter of the campuses and nearby bus stops, primarily before and after school.

The program was created by parent volunteers in 2006 to support a secure means of access for schoolchildren. Safe Passage has proven to be effective in improving safety and has been recognized by the City of San Diego Mayor's Office and City of San Diego's Commission On Gang Prevention and Intervention. The City of San Diego sees public safety as a high priority, and the protection of our children continues to be of the utmost importance.

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